

# INDUSTRIAL POLICY FOR SMEs

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## TOPICS AND STRUCTURE OF ESSAYS / PRESENTATIONS

Essays and presentations are based on a reflection around an issue related to the course. The issue can illustrate some aspects presented during classes, or deepen some reflections.

Team work: groups with 2-3 students

The group members must work and think together: the coherence of the whole work will be evaluated, so that works based on specific but disconnected parts autonomously developed by the group members are not recommended.

The discussion must be based on the analysis of the literature. So look for articles online (Unife library site) or ask me for support. Articles for instance can be those published in scientific journals specialized in industrial economics, including Research policy, the Journal of industrial economics, Industrial and Corporate Change, International Journal of Industrial Organisation, the Review of Industrial Organization, and many others. It is important to refer to the classes (possibly more than one class).

Additional information can be used, such as websites (companies, industry associations, international organisations, etc.), which have to be **referred to** in the essay, **indicating http and date of access**.

**PLAGIARISM:** do not copy and past documents in your essay; you can quote documents (indicating authors, date and page at which the quote is found), use others' ideas (referring to their publications), but not copy.

The discussion must answer a **specific question** and must present an **articulated argumentation**, referring to the literature. One can choose a firm or a sector to illustrate and deepen the reflection on specific issues dealt with during the classes, but it is important to define a question, a problem which the oral presentation addresses: **if you refer to an issue in the first part of the course you should in any case also discuss the policy implications (this course is about industrial policy for SMEs!)**

**You might want to know how long should the essays be: something like 5 to 10 pages should be enough, depending on the size of the group. The important point is to make an interesting contribution to the course, that deepen issues raised or raise new issues, or illustrate some aspects. If you use graphs and tables in the essay please do them directly in Word rather than copying them from documents: such photos make files very big and not manageable.**

## PRESENTATIONS

You are asked to prepare a Powerpoint presentation that presents the chosen problem, the reasons why this is an interesting theme to discuss, the argumentation and the conclusions.

Oral presentations should last about 20-30 minutes for each group.

We'll see whether we will be able to listen to them in the classroom at university or online!

**Please, Indicate name (names of the team members) and topic chosen by 20 APRIL (by email, indicating “Essay IPS” in the title of the email). Essay should be submitted in the same way by 15 May (email: sandrine.labory@unife.it)**

**Examples of issues or topics where issues can be raised:**

Cases of Failure / success of Italian SMEs which have adapted / have not adapted to the fourth industrial revolution; implications in terms of industrial policy for SMEs (favouring their adoption, lowering barriers, etc.)

What are the characteristics of SMEs adopting smart manufacturing techniques? (examples of SMEs)

What the new technologies adopted by firms in the Made-in-Italy sector? (new materials, new markets, e-commerce / platforms)

The business of platforms:

- analysis of specific cases of acquisition of innovative SMEs by GAFAM: how much did this raise the market power of the firms
- Measures at European level to regulate big data collection and use by firms, especially with respect to SMEs.
- How SMEs can take advantage of platforms: examples of SMEs successful in setting up platforms (like Yoox for example)

What the characteristics of Industrie 4.0, namely the German industrial policy In favour of the fourth industrial revolution?

What the characteristics of Industria 4.0, the Italian industrial policy in favour of the adoption of smart manufacturing in Italian industry?

Could the fourth industrial revolution represent an opportunity for the Mezzogiorno to catch up? (there are examples of industrial policy adopted in the South of Italy in favour of it – for instance the HDMI Hub in Puglia; Silicon Valley in Naples <https://www.theguardian.com/world/2016/oct/05/apple-academy-naples-italy-san-giovanni-tim-cook>)

Should there be a specific industrial policy for the Italian South?

Regional industrial policy and Smart Specialisation Strategy: examples of regions in Italy or other countries; comparison between regions

Green industrial policy: analysis of measures adopted to favour the greening of sectors, issues raised for making SMEs develop in a sustainable way

**Recommended structure of the essays / presentations:**

**1. Introduction: presentation of the topic and the issue discussed; motivations for topic and issue chosen; structure of essay**

- 2. sections which develop the argumentation (pros and cons, aspects of the problems, etc.)**
- 3. Synthesis and conclusions**

### **References**

Especially regarding references (bibliography), please look at the guide for essay writing